





Design 4 Innovation

Interreg Europe



European Union
European Regional
Development Fund

A Design Action Plan for Malta

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Design4Innovation (D4I)

- ✓ 8 European partners working together to promote user-centred design-driven innovation (encouraging SME competitiveness) to
- ✓ policy-makers (+ support instruments for design into the ERDF OPs of the partner regions) and SMEs (ca 2k SMEs are expected to be supported by the project and its results)



D4I in Malta (starting point)

- ❑ **Addressing OPI (Fostering a competitive and sustainable economy to meet our challenges), PA6 (Sustainable Urban Development)**
- ❑ The OPI does not include any explicit measure to support the use of design-driven innovation.

D4I in Malta (goals)

- The investment in SME competitiveness in Malta is €53m and we are seeking to influence 40% of Structural Funds supporting this investment, which amounts to €17m.
- Currently OPI aims to provide financial support to 280 SMEs and nonfinancial support to 180 SMEs. We anticipate that 130 SMEs would access financial support for design and 120 companies would access nonfinancial support for design.

D4I in Malta (actions)

1. Implementation of the Valletta Design Cluster
2. Establishment of a Design Voucher Scheme
3. Establish a design-dedicated sectoral grouping under the Malta Chamber of Commerce, Enterprise and Industry with a strong link to both industry and academia

The Valletta Design Cluster (Valletta 2018 > VCA)

- Old Abattoir, bakery site, point of water collection, residential site, abandonment > Community space for CC practice (opening 09.2020)

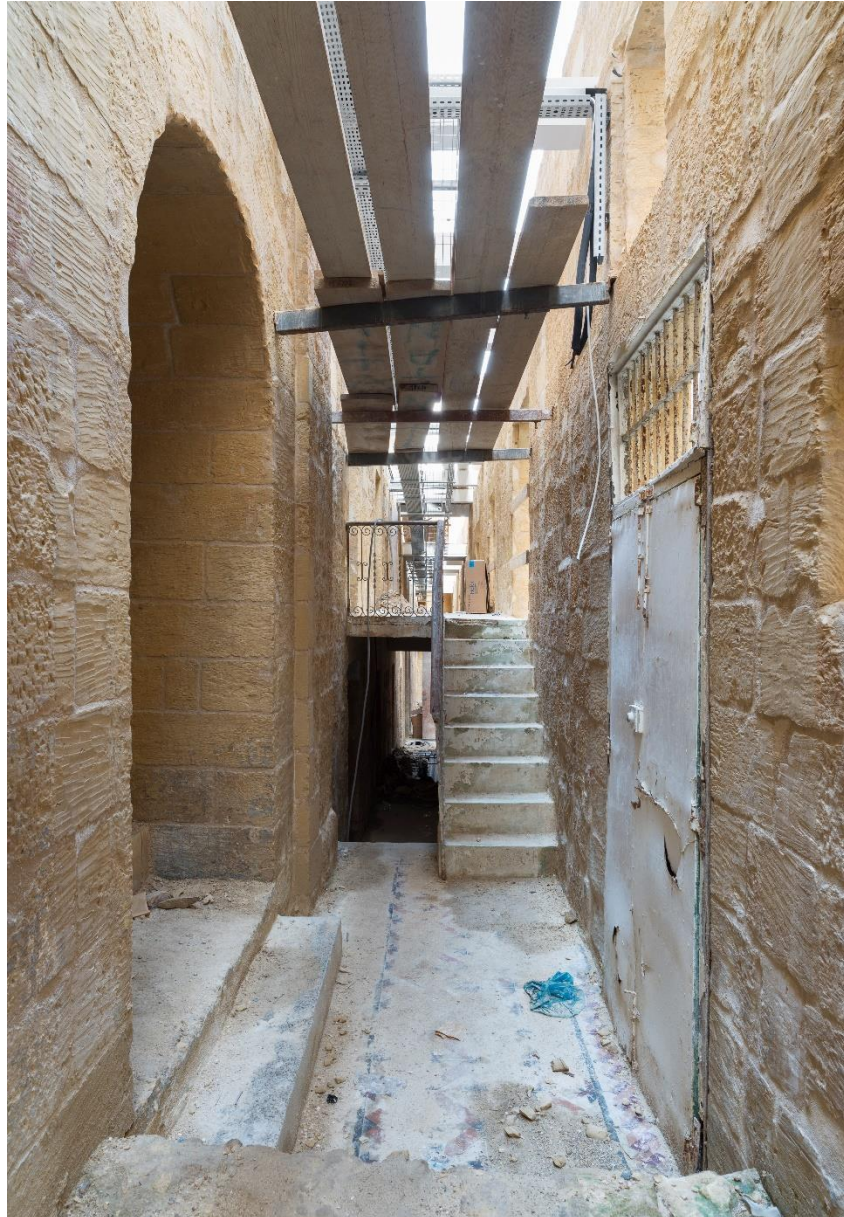
- Support infrastructure for designers and SMEs, but also students, residents, food lovers and creatives thanks to
 1. Facilities (incl. tools, equipment and different spaces)
 2. Cultural Program responding to the
 3. Community needs/ areas of interest











ASK
me
questions



Questions?

If not now...



More questions?

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Find the Valletta Design Cluster also on





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Thank you
for your attention!



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